

Abstract

This thesis describes the phenomenon of alternative culture in public policy. The first part seeks to define what alternative culture means and builds on the research mainly from sociology and cultural studies. Very useful are then specific theory of social deviance, the theory of subcultures and postsubcultures. At the same time, the paper looks into the past, before 1989, when the alternative culture phenomenon was clearly defined, standing outside the mainstream culture and the alternative culture was illegal. Through the analysis of some events and political cases from the recent past, there could be seen both differences between alternative culture and an attitude to it before 1989, but also some important parallels with the current situation of alternative culture. Alternative culture is later specified by current alternative underground subcultures: freetekno - DIY, squatting and street art. In the case of these three controversial subcultures, the paper deals with an attitude of public policy to these subcultures through the extremism policy. The next part the paper deals with the contemporary cultural politics in the country. Briefly, it describes and outlines the current situation and possible areas for innovation in the context of alternative culture. In the last phase this thesis deals with the new phenomenon called creative industries and its relationship to cultural politics and alternative culture. Using methods from public policy analysis, there is a newly created topic that has not been yet so comprehensively covered. The contribution of the work cannot be only in the field of public policy, but also in other disciplines of social science. Alternative culture is perceived as an important indicator of democracy and the motto and the main processing line is a proposition "if there is persecution of alternative culture in society, there is also a major threat to the democracy."